

LEGACY GIVING A GIFT TO BUILD A BETTER CANADA

By Jamian Logue

Envision a Canada where we embrace our capacity to set an example for the world; where we act on our shared belief in putting the public interest before profits; where progressive government policies on trade, water, energy and health care uphold social, economic and environmental justice; and where informed and engaged citizens work together to promote positive change. Envision a better Canada.

This is the vision that drives the work of the Council of Canadians. And we believe it is achievable because of you.

For more than 20 years, the active participation and generous financial assistance of supporters like you like you has propelled the Council of Canadians towards significant victories – such as the blocking of proposed cuts to the Canada Pension Plan, stopping the privatization of local water services, and more recently our successful efforts at the municipal level to ban bottled water. We continue to fight to preserve and enhance public health care, and we promote fair trade deals that put social and environmental priorities ahead of corporate interests. We unite tens of thousands of Canadians into a powerful collective voice, working together to effectively intervene on issues that affect us and the future of our country.

What you may not know is that our work and our victories have been made possible by gifts that our supporters generously give in their wills.

Through the years legacy gifts have played an important role in funding groundbreaking research, far-reaching public education initiatives, and the growth of our grassroots network of



local chapters. In doing so, these individuals have helped to sustain the Council's mission and carry forward the broader social justice movement to the benefit of future generations.

"The gift we have arranged for the Council is really a heritage gift to our grandchildren," explain David and Paulette Hagel, Council supporters in Salmon Arm, B.C. "It's a gift for them and for the country. This is an organization that will always stand up to injustice."

Planning a legacy gift provides an opportunity to make a lasting statement on what matters to you, while also assisting an organization that shares your values and beliefs. After loved ones have been looked after, a bequest is a simple way to realize personal philanthropic goals.

The Council's work requires substantial resources and often a long-term concert-

ed effort. Unlike many not-for-profit organizations, the Council of Canadians receives no financial assistance from governments or corporations. It is part of our commitment to remain an independent and non-partisan citizens' organization. A significant contribution to the success of our campaigning comes from the supporters who have thoughtfully chosen to include the Council of Canadians in their estate plans.

If you haven't already done so, please consider including the Council of Canadians in your estate plans. You can help ensure a better future for Canada's social, cultural and natural treasures for all of us, and for our children and grandchildren who will inherit them.

For more information on legacy giving, including our helpful free booklet, call us at 1-800-387-7177, or email Jamian at jlogue@canadians.org.

MAKE A LASTING DIFFERENCE WITH A BEQUEST

- A bequest is a gift that is planned now through your will, but deferred until the distribution of your estate. It can be a specific monetary amount, property (stock, artwork, land, etc.) or a portion of the remainder of your estate once all other family, legal and tax considerations have been met.
- Since it is a gift through your will, there is no infringement on your current financial situation and you retain full control to make changes at any time should your circumstances change.
- Your bequest will help to ensure the Council of Canadians' social justice and public advocacy work continues to bring about positive social change in the years ahead.

Jamian Logue is the Development Officer, Major Gifts, for the Council of Canadians.